

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2885
ANSWERED ON:17.12.2008
EXPANSION OF NEWS ADVERTISING AGENCIES
Borkataky Shri Narayan Chandra

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government proposes to expand the activities of Directorate of Advertising and Visual Publicity, Press Information Bureau and Directorate of Field Publicity, in the North Eastern Region during the Eleventh Five Year Plan;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor;
- (d) the total funds earmarked and released for this purpose during the said plan period, organisation-wise; and
- (e) the steps taken by the Government to make the said organizations more professional ?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

(a),(b),(c) & (d): No, Sir. However, Directorate of Advertising & Visual Publicity (DAVP) makes efforts to release advertisements in print media and audio-visual media to North-Eastern States and also conduct exhibitions and outdoor publicity activities specifically targeted to the region.

The Press Information Bureau (PIB) under its "Media Outreach Programme" held 30 Public Information Campaigns (PICs) in North Eastern Region from April, 2007 to November, 2008. Two press tours were also organized from Guwahati & Gangtok to Shimla. In February 2008, PIB also organized an All India Editor's Conference on Social and Infrastructural issues at Aizwal, Mizoram.

Directorate of Field Publicity (DFP) also organized various activities in the North Eastern Region.

(e): In order to make the DAVP, PIB and DFP more professional, their working has been streamlined by the use of Information and Communication Technology (ICT).